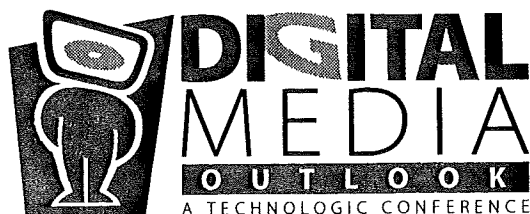


*Last year's
Agenda*



Monday, September 12, 1994 ● The Companies

7:00 AM Continental Breakfast

8:00 AM **Welcome and Introduction**

Richard A. Shaffer, *Principal • Technologic Partners*

8:30 AM **Creating and Destroying Value: Navigating the Multimedia Landscape**

John Hagel, *Principal • McKinsey & Company*

9:15 AM Break

9:30 AM **Management Presentations: Session One**

AuraVision
Aware
Contentware
Davidson & Associates
Digital Generation Systems
Digital Pictures
FITS Imaging
GameTek
Humongous Entertainment
Hybrid Networks

ICTV
KidSoft
Macromedia
Macrovision
Medio Multimedia
Minnesota Educational Computing
Multex Systems
Optigon Interactive
Passport Designs
Performance Systems International

PF. Magic
Rocket Science Games
Sanctuary Woods Multimedia
Spectrum HoloByte
Starwave
STATS
Trilobyte
Vertigo Development Group
Xing Technology

10:45 AM **Management Presentations: Repeat of Session One**

12:00 PM **Management Presentations: Session Two**

Academic Systems
Activision
BroadVision
C-Cube Microsystems
Capitol Multimedia
Catapult Entertainment
CONNECT
Crystal Dynamics
Digidesign
Drew Pictures

Edmark
HSC Software
Infosafe Systems
InfoSeek
Interactive Network
The Lightspan Partnership
Media Mosaic
Microware Systems
Minerva Systems
MovieFone

Replica
Splash Studios
SRS Labs
StarPress Multimedia
Storm Software
Velocity
Wave Systems
Wavefront Technologies
Worldview Systems
Xiphias

1:15 PM Lunch

The Information Highway: Sense or Nonsense?

A. Michael Noll, *Professor • Annenberg School for Communications, University of Southern California*

2:25 PM **Management Presentations: Repeat of Session Two**

3:40 PM **Management Presentations: Session Three**

A.D.A.M. Software
Accolade
AimTech
Alias Research
Avid Technology
Books That Work
Brøderbund Software
Creative Insights
The Duck Corporation

emotion
Fathom Pictures
Hands-On Technology
Integrated Information Technology
Integrated Network
Interfilm
Iterated Systems
Knowledge Adventure
The Learning Company

Maxis
NETCOM On-Line Communications
New Video
NuReality
Pacific Data Images
Sonic Solutions
The 3DO Company
WAIS
Zing Systems

4:55 PM **Management Presentations: Repeat of Session Three**

6:05 PM Reception
Hosted by Salomon Brothers

Tuesday, September 13, 1994 ● The Issues

7:00 AM Continental Breakfast

8:00 AM **Content is King...but Where in the World is He?**

Curtis A. Hessler, *Executive Vice President • The Times Mirror Company*

8:45 AM **Infrastructure**

Media Systems: Future directions in broadband, interactive networks

- What markets will drive network deployment?
- Which will be more important, the PC or the TV?
- How will system architecture affect content developers?
- Where are the opportunities for new companies?

Moderator

Gary P. Smaby, *President • Smaby Group*

Comcast

Mark A. Coblitz • *VP, Strategic Planning*

Oracle

Gerald D. Held • *Senior VP, Interactive Multimedia & Document Automation*

Integrated Network

Andrew H. Chapman • *Executive Vice President*

Pacific Bell

Maurice R. Welsh • *Dir., New Media Market Development*

9:30 AM **Where's the Super in Information Superhighway?**

John Moussouris, *Chairman & CEO • MicroUnity Systems Engineering*

10:00 AM **Applications**

Tools for Tomorrow's Content: What developers need to create compelling programming

- Can computer entertainment be adapted to television and consumer games?
- How should developers cope with the rising number of incompatible platforms?
- Can different brands of tools be made to work together?
- What's the right mix of workstations and PCs?

Moderator

Ruthann Quindlen, *General Partner • Institutional Venture Partners*

Autodesk

Joseph D. Fantuzzi • *GM, Multimedia Division*

LucasArts Entertainment

Douglas Kay • *Chief Technical Officer*

HSC Software

John J. Wilczak • *Chairman, President & CEO*

Macromedia

John C. Colligan • *President & CEO*

10:45 AM Break

11:15 AM **Markets**

Virtual Classroom: How digital media will change education at home and school

- What role will interactive networks play in creating and distributing educational software?
- As the market becomes more crowded, what are the best survival strategies?
- Will traditional book publishers get left behind or will they take a larger role in educational software?
- What new categories will emerge in the near future?

Moderator

Kathleen K. Wiegner, *Contributor • ComputerLetter*

Academic Systems

Bernard R. Gifford • *Chairman & CIO*

Knowledge Adventure

William T. Gross • *Chairman*

daVinci Time & Space

Carol Peters • *Chairman & Co-CEO*

The Lightspan Partnership

John T. Kernan • *Chairman & CEO*

Humongous Entertainment

Shelley Day • *President & CEO*

12:00 PM **Services**

Information Networks: Commercial development of the Internet

- Can a defensible business be created on a free, public network?

- How does the Internet affect today's online services?
- What is Internet-savvy marketing and advertising?
- What are the barriers to electronic commerce?

Moderator

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Enterprise Integration Technologies

Jay M. Tenenbaum • *Chief Executive Officer*

MecklerWeb

Christopher Locke • *President*

Mosaic Communications

Marc Andreessen • *VP, Technology*

WAIS

Brewster Kahle • *President & CTO*

12:45 PM

Lunch

2:15 PM

Services

Born to Shop: Connecting buyers and sellers in the electronic marketplace

- Will digital media expand the role of home shopping or gradually replace paper catalogs and direct mail?
- How can online services persuade customers to buy and not merely browse or chat?
- What will change consumer buying behavior in favor of the electronic marketplace?
- When will digital shopping assistants be commonplace?

Moderator

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eShop

Matt Kursh • *Chief Executive Officer*

Fingerhut Companies

Rakesh K. Kaul • *Vice Chairman*

Internet Shopping Network

Randy Adams • *President*

QVC

Stephen L. Tomlin • *VP & GM, Interactive Technology*

3:00 PM

Near-Term Consumer Markets for Interactive Multimedia Services and Products

Thomas F. Mandel, *Senior Management Consultant, Media Futures Program • SRI International*

3:30 PM

Content

Corporate Consumers: The new media and business-to-business programming

- What will drive the corporate market?
- Which are most marketable: new media applications, communications, or content?
- What's the appropriate distribution model for business information?
- Are there low-bandwidth new media opportunities?

Moderator

Gary A. Bolles, *Editor-in-Chief • InterActive Week*

ClariNet Communications

Brad Templeton • *Publisher & CEO*

Hands-On Technology

Michael F. Mellin • *President & CEO*

Infosafe Systems

Thomas H. Lipscomb • *President*

Intel

Avram C. Miller • *VP, Corporate Business Development*

Mondo Media

John Evershed • *President*

4:15 PM

Content

Fun and Games: What consumers want from tomorrow's digital entertainment

- What will be under Christmas trees in 1995?
- How will online services change the games business?
- Can Hollywood and Silicon Valley collaborate, or are the businesses and cultures too different?
- Where will consumers get the time or money for digital entertainment?

Moderator

Lucianne Painter, *VP, Equity Research • Salomon Brothers*

Crystal Dynamics

Strauss Zelnick • *President & CEO*

Digital Pictures

Tom Zito • *President & CEO*

Odyssey

Nicholas Donatiello Jr. • *President & CEO*

Rocket Science Games

Steven G. Blank • *President & CEO*

5:00 PM

Conference Concludes



Technologic Partners

March 3, 1995

Brewster Kahle
President
WAIS
1040 Noel Drive
Menlo Park, CA 94025

Dear Mr. Kahle,

Would you make a presentation about your company at our third annual Digital Media Outlook conference?

Digital Media Outlook will update an expected audience of several hundred industry leaders and influential investors on trends for the year ahead and beyond. The event, sponsored by Technologic Partners, will be held at the Hyatt Regency San Francisco Airport in Burlingame, Calif., on September 11 and 12. On the first day, the program will feature presentations by corporate management; on the second day, the program will focus on industry issues.

I'd be extremely pleased if you could make a management presentation on Monday, September 11. The presentation, geared to the financial community, would last 20 minutes and be repeated once. Of course, you'd be welcome to join us for the entire conference.

Digital Media Outlook will focus on the Internet, online services, tools for creating content, as well as the growing world of electronic commerce. Because only the CEOs of major companies within each sector appear at our conferences, we have consistently been able to attract an audience of influential investors and industry leaders.

Please call Robert Johnson, Conference Coordinator, within the next few days, to reply to this invitation. He is available to answer your questions. We do hope that you will be able to participate in Digital Media Outlook.

X24

Sincerely,

Richard A. Shaffer
Principal

cc: John Duhring, VP, Business Development

*Last year's
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- 9:30 AM** **Management Presentations: Session One**
- | | | |
|----------------------------|-----------------------------------|----------------------------|
| AuraVision | ICTV | PF. Magic |
| Aware | KidSoft | Rocket Science Games |
| Contentware | Macromedia | Sanctuary Woods Multimedia |
| Davidson & Associates | Macrovision | Spectrum HoloByte |
| Digital Generation Systems | Medio Multimedia | Starwave |
| Digital Pictures | Minnesota Educational Computing | STATS |
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| Huriongous Entertainment | Passport Designs | Xing Technology |
| Hybrid Networks | Performance Systems International | |
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- 12:00 PM** **Management Presentations: Session Two**
- | | | |
|------------------------|---------------------------|------------------------|
| Academic Systems | Edmark | Replica |
| Activision | MSC Software | Splash Studios |
| BroadVision | Infosafe Systems | SRS Labs |
| C-Cube Microsystems | InfoSeek | StarPress Multimedia |
| Capitol Multimedia | Interactive Network | Storm Software |
| Catapult Entertainment | The Lightspan Partnership | Velocity |
| CONNECT | Media Mosaic | Wave Systems |
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|----------------------|-----------------------------------|-------------------------------|
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| Accolade | Fathom Pictures | NETCOM On-Line Communications |
| AimTech | Hands-On Technology | New Video |
| Alias Research | Integrated Information Technology | NuReality |
| Avid Technology | Integrated Network | Pacific Data Images |
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